

# Ask Good Questions to Make Good Ethical Decisions

1. What do I know? What do I need to know?
2. How do I know what I am reporting is true? How reliable are my sources?
3. What is my journalistic purpose?
4. What organizational policies and professional guidelines should I consider?
5. Who are the stakeholders in this story — those affected by my reporting? What are their motivations? What agenda might they have?
6. What if the roles were reversed? How would I feel if I were in the shoes of one of the stakeholders?
7. How can I include other people, with different perspectives and diverse ideas, in the decision-making process?
8. What are the possible consequences of my actions? Short term? Long term?
9. What are my alternatives to maximize my truth-telling responsibility and minimize harm?
10. Can I clearly and fully justify my thinking and my decision? To my colleagues? To the stakeholders? To the public?

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